

MICHAEL CROWLEY

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ADMINISTRATIVE EXPERIENCE

Chairperson, Department of Mass Communications, Briar Cliff University, Sioux City, IA
May 2000 to present; August 1990 - May 1995.

- Maintain department faculty, staff, seven budgets, and curriculum while teaching full course load.
- Responsibilities include student advising (on average 40 students), internship supervising, overseeing department facilities, and maintaining the Integrated Multimedia Center.
- Designed and wrote the curriculum for Graphic Design major implemented fall 2001.
- Designed and wrote the curriculum for New Media major implemented fall 2000.
- Developed and received a \$20,000 faculty technology grant under Title III to create an Integrated Multimedia Lab (1997).
- Developed and received a \$40,000 faculty technology grant under Title III to enhance the Integrated Multimedia Center to include digital photography (2004).
- Co-wrote (with Rachel Crowley) and received Iowa College Foundation TIPS grant. Re-evaluated the LIBA 400 - Information Overload class to determine what types of technology could enhance the course.
- Increased department enrollment by 100% (35 to 70) from 1999 to 2004.

Adviser, *The Cliff News@Briar Cliff University*, Briar Cliff University, student newspaper, August 1989 - present. Initiated the transition from partial paste-up, to full pagination, then to online issues with Adobe Acrobat and Dreamweaver. Implemented digital photography into production of the paper.

Interim Director, Sioux City Art Center, Sioux City, IA
May 1992 - August 1992

- Directed accredited, growth-oriented regional art center.
- Administrative responsibilities included exhibition-planning, education, overseeing capital campaign for new facility, publications and development.

COLLEGE TEACHING EXPERIENCE

Briar Cliff University, Sioux City, IA

Associate Professor, August 2004 - present

Assistant Professor, August 1995 - August 2004

Instructor, August 1989 - August 1995

Courses Taught

Introduction to Mass Communications
Basic Photography (Film and Digital)
Photojournalism
Visual Communication
Website Production
Multimedia Production
Graphic Communications
Public Relations
Media Ethics
Reporting
Information Overload (team taught)
Visual Image: Power and Morality (team taught)

Other Teaching Activities

Curriculum Committee, Chair 2004 to present
Program Review Committee, Chair 2002 to present
Enrollment Management Committee, 2001 to present
Web Evaluation Board, 1998 – 2002 and 2004 to present
Sexual Harassment Committee, 2002 to 2004
Academic Policies Committee, 1999 – 2001
Institutional Advancement Vice-Presidential Search Committee, 1998
Title III Advisory Board, 1997 – 1999
Faculty Development Committee, 1995 - 1997, Chairperson 1996 – 1997
Faculty Vice-Chairperson, 1993 – 1994
Faculty Representative to the Board of Trustees, 1992 – 1994
Student Appeals Court, Chairperson, 1990 – 1991

ACADEMIC CONSULTING

Maryville University, Saint Louis, June 2004

- Review and critique of communications major
- Review and critique of syllabi for COM 371 Principles of Public Relations
- Review and critique of syllabi for COM 341 Public Relations Writing and Editing
- Review and critique of syllabi for COM 471 Advance Public Relations

Mansfield University, Pennsylvania 2002

- Assisted in creation of new graphic design program
- Provided onsite visit and tour of the department of mass communication's Integrated Multimedia Center.

EXHIBITIONS

The Spirit of Small Towns in Northwest Iowa. A joint photographic exhibit with Frank Breneisen

- Sioux City Art Center, Sioux City, Iowa, April 18 - May 10, 1998 (funded in part by an Iowa Arts Council grant)
 - Designed and published promotional poster for opening exhibit
- Morningside College Library, Sioux City, Iowa, October 20 - November 1, 1998
- Northwestern College, Orange City, Iowa, November 1 - December 10, 1998
- Plymouth County Museum, LeMars, Iowa, May - September 1999
- Northern Iowa Community College, Mason City, Iowa, November - December 1999

10-41 (Begin Tour of Duty). A documentary photography exhibit of a 24-hour ride-along with the Sioux City Police Department. 39 black-and-white photographs

- Gallery 147, Heelan Hall, Briar Cliff College, Sioux City, Iowa, December 6 - 22, 1996
 - Designed and published promotional poster for opening exhibit
- Law Enforcement Center, Sioux City, Iowa, April 1997
- Morningside College, Sioux City, Iowa, November 1997

Native American Pow-Wow Photographic Slide Presentation

- Meis Hall, Briar Cliff College, Sioux City, Iowa, November 2, 1994
 - Designed and published promotional poster

Captured Images: Native American Dance Images /New Mexico: Light, Color and Gesture Slide and Lecture Presentation

- Meis Hall, Briar Cliff College, Sioux City, Iowa, October 14, 1993
 - Designed and published promotional poster

A Native American Celebration

- Westmar University, LeMars, Iowa, September 1992, 17 Cibachrome photographs
- The Sioux City Public Library, Sioux City, Iowa, October 1992, 17 Cibachrome photographs
- Morningside College Library, Sioux City, Iowa, September 1993, 17 Cibachrome photographs
- Sioux City Art Center, Sioux City Iowa, October 1999 - January 2000, 10 Cibachrome photographs

The Winnebago and Omaha Pow-Wow - A Homecoming Celebration

- Briar Cliff College, Sioux City, Iowa, April 1991, 15 Cibachrome photographs
 - Designed and published promotional poster

PUBLICATIONS

The Briar Cliff College Web Site (www.briarcliff.edu)

Designed Intro (Flash), designed and built home page and first level pages

Awards received: 1999-2000 ADDYs, Interactive Media Division (web sites),
ADDY and Best of Show

The Briar Cliff Review, Annual literary/art magazine

Design Director, Photography Editor, Contributor

All-Columbian Honors for superior achievement in concept, content, design and
creativity

Columbia Scholastic Press Association

Gold Crown Award - 1993, 1994, 1998, 1999

Silver Crown Award - 1992, 1997

The Globe -The official newspaper of the Catholic Diocese of Sioux City, Iowa

Contributing photographer

Community Policing Exchange, November/December 1996

Contributing photographer

Two four-color inside photos and three black-and-white inside photos

Sioux City Cop Cards, Summer 1996

Photographed 70 Sioux City Police Officers for trading cards, which were distributed as a
community-policing project. Cards were four-color; press run of 2,000 per officer.

The St. Luke's Regional Medical Center 1993 Calendar

Contributing photographer - four-color inside photo

The Locator Magazine, November 1992

Contributing photographer - four-color cover and inside photos.

Splash: Siouxland Paint•A•Thon Annual Report, 1990-1992

Designer

Statesman, California State University, Sacramento yearbook 1981 - 1982

Layout and Design Editor

The Master Plan, Azusa Pacific University yearbook 1977 - 1979

Editor-in-Chief, 1978 - 1979

Cardinal, Covina High School yearbook 1974 - 1977

Editor-in-Chief, 1976 - 1977

SPEAKING ENGAGEMENTS

- Missouri River Conference Journalism Workshop
“Old Media/New Media” Keynote speaker September 2000
- Taylor Publishing Company, Regional Yearbook Workshop
“Photography and Design for Yearbooks” September 1993
- Walsworth Publishing Company, Regional Yearbook Workshop
“Effective Photography for Yearbooks” September 1993
- Catholic Press Association, Midwest Regional Convention
“Graphics in Today’s Newspaper” October 1991

OTHER EXPERIENCE

Regional Representative, Taylor Publishing Company, Dallas, Texas
July 1983 - August 1989

- Sales and service of printing and publishing contracts for universities, colleges, and high schools. Service to schools included educating and training students in design, photography and computer skills.

EDUCATION

Doctoral Student, Educational Administration, University of South Dakota

Anticipated graduation date 2006

Master of Arts in Journalism, December 1988,

Ball State University, Muncie, Indiana

Bachelor of Arts in Government, May 1982,

California State University, Sacramento, Minor: Photography

Certificate in Multimedia, February 2000,

Georgia Institute of Technology, Continuing Education, Atlanta, Georgia

WORKSHOPS

Santa Fe Photographic Workshop

- The Project Workshop with Sam Abell, 1995
- Light and Color with Arthur Meyerson, 1993
- The Native American Culture with John Running, 1991, *Kodak Photo Educator Scholarship recipient*

ADDITIONAL RELEVANT SKILLS

Computer

Knowledge and instruction of various software programs including Adobe Acrobat, Photoshop, Premiere, Macromedia Dreamweaver, Flash, Fireworks, QuarkXPress, PageMaker, Power Point, FrontPage and others.

Photography

Processing and printing of black-and-white and color photography and darkroom maintenance. Digital photography including shooting, manipulation and dissemination.

CURRENT PROFESSIONAL MEMBERSHIPS

- Society of Professional Journalists
- Association for Educators in Journalism and Mass Communications

COMMUNITY INVOLVEMENT

- United Way of Siouxland, Allocations, Chairperson Older Panel, 2003 - 2004
- United Way of Siouxland, Allocations, Chairperson Crime Panel, 2001 - 2003
- United Way of Siouxland, Allocations, Crime Panel, 1998 - 2001
- Sioux City Art Center Trustee, appointed by City Council, January 1998-December 2000
- *The Globe* Advisory Board, Sioux City Diocese Newspaper, Member, 1992-1998,
- Sioux City Art Center Association, Member, Board of Directors, 1991-1997

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REFERENCES

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Sharisue Wilcoxon, Vice President of Enrollment Management

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Karen Aldred Card, Ph.D., Associate Professor, School of Education

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Susan M. Kruml Ph.D, Assistant Professor of Management

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